

150 STORES UNDER ONE ROOF AND ONE MANAGEMENT
WEISBERGER'S
 312 TO 318 EAST BROAD
 THE STORE FOR THE PEOPLE

Good Furniture

With many unusual values in our Furniture Department throughout this month on the best of dependable furniture, you should plan to do your purchasing at Weisberger's. OUR CLUB PAYMENT PLAN ENABLES YOU TO ENJOY THE USE of your furniture while paying for it. Payments may be spread out over a period of time to suit your convenience. Read the following splendid values and plan to take advantage, through our club plan, of the savings presented.

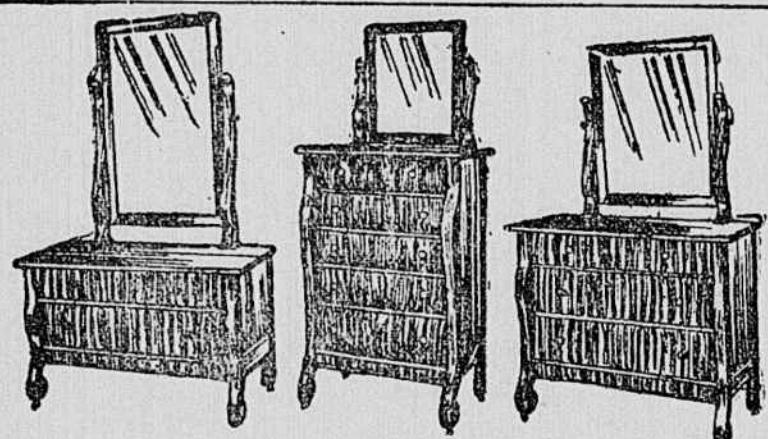
Furniture Dept., 8d and 4th Floors.



**Guaranteed
Brass Bed
Outfit
Complete**

\$24.95

2-inch Continuous Post Bed, ten 1-inch fillers, guaranteed ten years, National steel spring and all cotton felt mattress, two parts, heavy tick; for three days only **\$24.95**



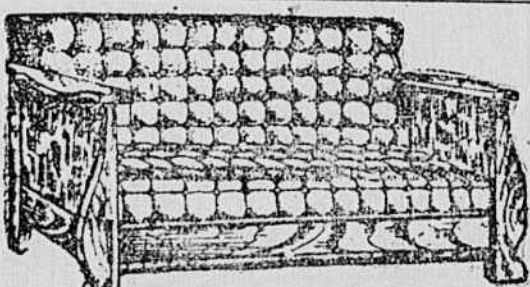
\$25 Bedroom Pieces, \$19.75

You will be struck with the massiveness and beauty of these Handsome Chiffoniers, Dressers and Princess Dressers. Each piece has large French plate mirror **\$19.75**



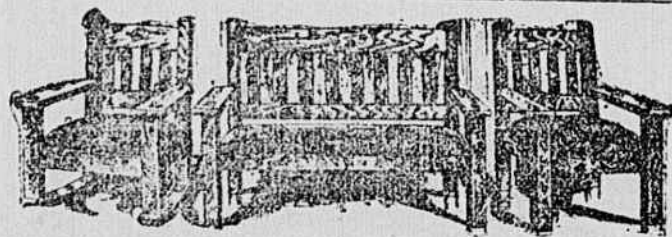
**\$50 Diningroom
Suit, \$39.95**

This Handsome 6-Piece Dining Room Suit, consisting of Buffet, 6-foot Round Extension Table and four Genuine Leather Slip Seat Chairs, in golden oak, Early English or turned; great value at **\$39.95**



**This \$22.50
Davenport
Bed,
\$17.95**

Solid oak, tufted seat and back, with large box underneath; a davenport in the day and a comfortable bed at night **\$17.95**



\$30.00 Library Suit, \$20.95

Library Suit consists of 3 pieces—Arm Chair, Rocker and Divan—in Early English or turned oak, upholstered in Spanish leather, automobile seat, 16 springs in chairs, 32 springs in divan; must be seen to be appreciated; limited quantity for this sale at **\$20.95**

**WHY AMUSE YOURSELF UNLESS
YOU ARE PAID FOR DOING IT?**

"Tear Loose" in the Booklovers' Contest and Pocket a Big Reward.
 There is much excited discussion of the tremendous awards in the Booklovers' Contest. But did you ever think of the fun you will have winning one of them? Generally, it isn't any fun at all to win prizes in a newspaper contest. Generally, the "contest" is some sort of a canvassing or soliciting proposition that means work—and lots of it. Well, there is no canvassing or soliciting idea about the Booklovers' Contest. It consists simply of a series of seventy-seven pictures, each of which represents the title of a book.

The Velvet Kind
 PURITY ICE CREAM
 Same Quality Every Day.
 Monroe 1881.

Axminster Hall Runners, in copies of real Oriental Rugs, 2 ft. 3 in. wide by 9 ft. long; all colors; special value at **\$4.95**
 Best Quality Wilton Velvet Rugs, in Oriental patterns, with allover and medallion centres; large assortment of colors; regular price \$49.50, special at **\$41.50**

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Wilton Velvet Hall Carpet, plain colors and Orientals, 27 inches wide; best **\$1.25 79c** value, specially priced for Monday at, yd.
 Fine Quality Madras Weave Lace Curtains, in Brussels designs, full length and width; regular price \$3.50, special at **\$2.50**

A Splendid Showing of Beautiful New Laces

Showing Assortments That Embrace Every New and Favored Design for Fall and Winter 1913 and 1914

Months ago we got in touch with best manufacturers in this country and abroad, securing the very pick of their finest Laces at early season prices. We have assembled together, as a result of our foresight and untiring efforts, the largest and most beautiful collection of Laces, Embroideries and Trimmings that has ever been seen in the city of Richmond. We offer this splendid display for your inspection or purchase with the assurance that you cannot help but be pleased with the high standards, assortments and prices presented.

Real Paris Maline Flouncing, 24 inches wide, beautiful patterns and designs; regular price \$5.00, an opening special **\$3.19**

Gold and Silver Flouncing, 18 inches wide, superb for trimming party or evening dresses; worth \$4.25, special for Monday **\$3.39**

Silk Shadow Flouncings, in pretty scroll designs, 18 inches wide; regular value \$1.50, special **\$1.10**

Oriental Net Flouncings, 27 inches wide, in white and ecru, large variety of beautiful patterns to choose from; worth \$1.19, special at **75c**

Silk Brussels Nets, in all this season's newest shades, 42 inches wide; regular price \$1.50, special opening **\$1.15**

Black Silk Shadow Allover Lace, in neat small designs, 18 inches wide; worth 95c, specially priced at **75c**

German and French Val Laces 1/2 to 1 1/2 inches wide, in edgings and insertions; regularly 59c for 12 yards, special at **39c**

Linen Cluny Laces, 2 to 3 inches wide, good assortment of patterns; regular price 50c, special at **25c**

Point de Paris Val Laces, 2 to 5 inches wide, in edgings and insertions to match, new and stylish designs; value up to 19c, special at **8c**

Real Princess Lace Flouncing, beautiful designs well covered; regular price \$4.50, special for opening **\$3.39**

Shadow Flouncings, 18 inches wide, beautiful designs in cream shade; regular price 50c, special at **35c**

Linen Torchon Laces, 1 1/2 to 3 inches wide, good assortment of patterns, guaranteed all linen; regular price 5c, special at **3c**

Distinctive Fall Coats

Now on display an assortment of Fall and Winter Coats that speak for themselves, embracing every new and favored style feature, in varieties that are unusual outside of the large metropolitan stores. The following brief descriptions merely hint at the superior qualities and splendid values to be found in our Garment Section.

SPORT COATS, in plain colors and mixtures, with patch pockets, heavy belts and cuffs, unusual value at **\$9.75**

WOMEN'S COATS, made of chinchillas, Astracans, Cheviots and brocade chinchilla, plain and fancy cuts, all light models, in misses and regular sizes. Special at **\$14.75**

STYLISH COATS, in plain plush, brocade plush and chinchilla, broadcloths and heavy wool mixtures, in all shades and the newest trimmings and cuts. Splendid value at **\$24.74**



Beautiful and Stylish Suits

This store's reputation as Richmond's best suit store was gained by having the newest and best styles in splendid assortments at prices which are admittedly lower than in any other store in this city. Read the following items carefully. They hint at what this good stock contains.

\$12.50 Women's Suits, \$9.75

Women's Stylish All-Wool Serge Suits, in black and blue, lined with guaranteed satin, skirts in either draped or tailored effects, with coats in cutaway styles; worth every penny of \$12.50; specially priced for Monday **\$9.75**

Women's Superb Suits, made of brocade poplin, plain poplins, Bedford cord, serges, mixtures and eponge, in all colors, tailor and fancy cuts, in the latest models, lined with Skinner's satin; splendid value at **\$17.50**

Stylish and Up-to-date Suits in many stylish fancy colors; made of all the popular and most practical materials; fit, workmanship and tailoring of the best quality; many are in the two-tone brocades; all are excellent value **\$24.75**

Suits for women in superb and exclusive styles, made and tailored in a manner that will meet your instant approval, while the materials used are the best that the money involved can buy, and at the price quoted these Suits are excellent values **\$34.75**



NEW FALL DRESSES

We want you to come in and inspect our showing of new Fall Dresses. We'll guarantee you'll be pleased, and will decide to purchase at Weisberger's. Read on.

Women's Serge Dresses, in a splendid assortment of styles and trimmings, thoroughly made and perfect fitting; the best value in Richmond to-day at **\$4.95**

Silk Poplin Dresses, in hello, gray, blue and black; black satin collars and cuffs, with tie and button trimmings, draped skirts, unusual value at **\$8.50**

Crepe de Chine Dresses, in the most popular shades of the season, made with lace yokes and sashes or girdles of self-materials; skirts are draped, **\$17.50**

Crepe Meteor Dresses, in a nice assortment of this season's newest styles, good, desirable colors; skirts have the popular draped effects, while many have sashes or girdles of self-materials; good value at **\$24.75**

BOYS' WEAR

Boys' Norfolk Suits, New Fall Patterns at **\$4.95**

A nice assortment of worsteds, chevots, tweeds and blue serges, of strictly pure wool materials, tailored as good suits should, and fit to perfection. The trousers are cut full peg kickers. They are worth from \$1.00 to \$2.00 more than we priced them; sizes from 6 to 17.

Other good Suits at **\$2.45**, etc.

Boys' Knicker Pants, made of strong wear-resisting cloth, in chevots and tweeds; good patterns; made full peg, sizes to 17. They are the best value for the price possible; special **95c**

Boys' Fleece Lined Shirts and Drawers—The comfortable sort; sizes to 34; special **25c**

New Dress Goods, Silks and Velvets

The new stocks of Fall and Winter Dress Fabrics invite your presence at this store tomorrow. New weaves, new color effects and new patterns are being displayed in unusual assortments. The price range is especially reasonable, and in many instances we offer you chances for savings.

36-in. Satin Venice, a popular, lustrous clinging material, new this season, very stylish, yard **\$1.25**

40-in. All-Silk Crepe de Chine, in all the new fall shades; extra heavy and fine quality, yard **\$1.50**

24-in. All-Silk Charmeuse, in evening shades only; a beautiful evening fabric, 65c

50-in. Persian Lamb Black, for coats, collars and cuffs, yard **\$5.00**

54-in. Ziballine, extra long nap, beautiful China for coats, etc, yard **\$2.00**

36-in. Brocade Messalines, in all the new evening shades, beautiful designs, at **\$1.25**

27-in. Pencil Stripe Messaline, in plain and two-tones, for street wear; value \$1.00, yard **75c**

64-in. Chinchilla, all wool, in black, navy and brown, yard **\$2.75**

64-in. Two-Tone Chinchilla, in black, navy and brown, yard **\$3.00**

54-in. All-Wool Calacul, patterns, new this season, for coats, etc, **\$3.95**

24-in. Brocade Velveteens, in all the new fall shades, for street costumes and coats, yard **\$1.00**

24-in. Two-Toned Brocade Corduroys; new this season; very stylish, yard **\$1.25**

22-in. Two-Toned Striped Velveteen, in navy, brown and black; very chic, yard **\$1.25**

27-in. Black Brocade Velveteen, a handsome, lustrous quality for coats, yard **\$1.75**

27-in. Black Chiffon Velvet, especially adapted for coats, yard **\$2.50**

Domestics and Wash Goods

Full line of Bunting, in red, white and blue combinations, also a full range of plain colors; special at, yard **5c**

Flanelle Plush, a beautiful flanellette fabric for kimono and dressing sacques, 12 1/2c yard

\$2.00 Wool Nap Blankets for large double beds, extra heavy, in gray and white; special **\$1.59** for Monday

12-yard piece of English Longcloth; "Weisberger's Special," excellent chamois finish. Special value **\$1.20**

Extra heavy Bedsheets, size 72x90, made of linen finish sheeting. Specially priced for **45c** only

Huck Towels, extra large, size 23x44, neat red border, 12 1/2c good quality **12 1/2c** Main Floor.

Exclusive Millinery for Fall

The throngs of enthusiastic buyers who crowded our Millinery Section throughout the past week more than demonstrated this store's Millinery supremacy of Richmond, and many were the favorable comments that were expressed concerning the beautiful Hats on display.

Our Millinery has an air of distinctiveness that will appeal to every woman who inspects it, embracing, as it does, many direct copies of imported models from London, Paris and New York, as well as exquisite creations from the hands of our own expert designers; in fact, we are so proud of our Millinery showing that we feel we cannot say enough about it.

For to-morrow we have special priced a splendid lot of untrimmed Velvet and Plush Hats, presenting saving chances that are seldom to be had so early in the season, and there is exactly



TWENTY SHAPES

in the lot, showing stiff crowns, soft crowns, mushrooms, soft and stiff blocks in both large and small sizes. They are made of erect pile velvet or plush, in black and a wide range of colors, although taupe, dark brown and black are finding especial favor this season. They are positively worth \$1.98 to \$8.50, but for Monday's selling we have marked them from

\$1.29 to \$5.49

We trim hats free

Dependable Stylish Shoes

Whenever you purchase a pair of Shoes at this good store you are always sure of the quality, as every pair of Shoes carried by us are made by makers who have had years of experience, and who take pride in using only the best grades of leathers. Style to us is an important feature, yet comfort is not sacrificed, but the two are combined to a nicety. Prices, too, are unusually reasonable.

MEN'S SHOES—As Monday is an acknowledged shopping day for men, therefore exceptional values will be offered here on Monday. Shoes of quality, in patent colt, gunmetal and Russian calf, in newest toes; every pair guaranteed. **\$4 values, \$2.95. \$5 values, \$3.95.**

BOYS' SHOES—The well known J. P. S. Boys' Shoes will be welcomed by parents who want guaranteed footwear at moderate prices.

Little Gents' sizes 8 to 13 1/2, **\$1.19 to \$1.75.**

Youths' sizes 1 to 2, **\$1.29 to \$1.99.**

Boys' sizes, 2 1/2 to 6, **\$1.49 to \$2.95.**

**\$4 Ladies' High-Grade
Shoes, \$2.95**

Ladies' Shoes of extra fine quality, made with goodyear welt and hand-turned soles. This assortment includes patent colt, gunmetal, Russian calf, mat. kid, black suede, buck, velvet, satin and cravenette. If you want to save money on your fall footwear, then this is your opportunity. To go on sale Monday at **\$2.95** only



WOMEN'S CUSHION SOLE SHOES, made specially for feet with callouses, bunions and other foot ailments; guaranteed damp-proof; regular **\$5.00; Monday at... \$3.95**

Children's Shoe Sale

An assortment of Shoes that includes patent leather, black vice, red and tan kid and tan calf; also patent leather vamp, with red or white top; values up to \$1.50. Sizes 1 to 6. To go on sale Monday at **59c**

CHILDREN'S AND MISSES' SHOES of extra fine quality, in black, tan and red leathers. Among this assortment you will find Shoes that sold up to \$2.50. To go on sale Monday **98c**

solving of these pictures one of the greatest games you ever played! In looking at the pictures from this angle and that, in talking them over with friends, in fighting about it with members of your family, you will spend some enjoyable evenings.

"This is a delightful contest," one contestant wrote in the other day, "and the best thing about it is that the interest—the fascination—continues, and in increasing with the appearance of each picture. It's so much fun that I will be satisfied with last prize."

This contestant goes on to tell how she uses the contest catalogue to aid her in getting titles. It may be a hint to you as to how to use the catalogue, so the letter is repeated here: "My knowledge of books doesn't amount to much, but that doesn't worry me at all. I spend very little time blindly trying to guess at the titles, but I right away begin to figure out what sort of title a picture could represent. I take the picture and say to myself, 'this could have been drawn to represent some such title as so-and-so,' and I make up several titles that the picture could represent. Then I look

in the catalogue to see if there is any such title as one of those I have made up to fit the picture. This is my way of getting on the track of the correct title."

That contestant is enjoying the contest. No doubt of it. She is getting more fun out of it, probably, than any game she ever played. And no game

she ever played has as awards such prizes as this newspaper will give to those solving the seventy-seven Booklovers' Contest picture most successfully. You can get into this game right now, get all the pictures to date free with the catalogue and Answer Book, and go after that big first award, the \$300 in cash.